

The Day After Tomorrow – Episode #3

Emotional Growth: The next big challenge

Or how the COVID-19 is unveiling a powerful driver of social change

May 6th, 2020

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The Day After Tomorrow

We're all feeling it. This unprecedented crisis is clearly shaking things up: consumer views are shifting, and their behaviors are changing.

Will it be temporary or are we truly 'stuck in a moment'?

What seems sure though, is that brands will need to reinvent themselves to adapt and keep pace with their audience.

All around the world, individuals are sowing seeds on the social sphere and by doing so, they help us dive deeper into their evolving concerns and behaviors. Each week, with the help of one of our local insight crafters, we'll aim to give you a sneak peak into what our world could look like, the day after tomorrow.



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Or how the COVID-19 is unveiling a powerful driver of social change (FR) - By Vanessa Moreno

What's happening?

My role as a Research Director at Dynvibe is to make sure that the voices and convictions of all consumers are heard. Thanks to our tribe exploration platform, my team and I have dedicated ourselves to studying and understanding people's evolving lifestyles, consumption habits and emerging trends within specific tribes.

Today we want to share an emerging trend that could dramatically change consumption behaviors tomorrow. In France, the COVID-19 crisis drives people to slow down and look at their daily lives with fresh eyes. Following an initial period of state of shock, many French people have begun a powerful self-reflection process.

What do people say?

Challenging times encourage people to learn and listen to their mixed feelings and to openly talk about them. They want to break taboos around the invisible pains and emotions and start to advocate for a collective and sustainable emotional revolution.

Emotions are becoming a powerful driver of empowerment

In this COVID crisis, people are discovering a 'superpower': the freedom to identify, undertake and openly express their own feelings and emotions. For them, 'happiness' is not the ultimate goal; people actually want to be aware and comfortable with all their mixed emotions. Embracing their emotional state is a powerful way for them to overcome their sense of helplessness in this COVID crisis.

“ *J'ai donc mis en place un petit rituel quotidien spécial confinement, afin de reprendre mon souffle, c'est-à-dire de me le réapproprier, afin de gérer au mieux cette situation si particulière et le lot d'émotions plurielles qu'elle génère et que j'essaie de gérer au mieux.* ”



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(Cont.)

Emotional growth is becoming a collective fight

People also talk about emotions to raise awareness. They want their peers to know and understand what other people are going through so that those who need help can come forward and easily find support. Talking to other people who share the same issues makes them feel understood and hopeful for a more respectful and tolerant world.

“ A l'annonce du confinement, une petite voix à l'intérieur de ma tête m'a dit « mais alors... comment tu vas gérer ton rapport au frigo si tu es coincée chez toi ? »(...) Je n'ai pas de solution miracle mais je me dis qu'il est vraiment important de libérer la parole sur le sujet et de savoir que nous ne sommes pas seul.e.s

Why does it matter?

Things are changing quite quickly, and no one will be spared:

- This individual quest for emotional growth accelerates the adoption of new **me-time habits and rituals** (meditation, reading) and **low-impact sports** (yoga, stretching, walking).
- Feelings are not taboo anymore: don't hesitate to **raise awareness around all the invisible fights** like mental illnesses, mental load, eating disorders, anxiety, mental disabilities, etc.
- Emotional growth is going to be a prerequisite to health and wellness: medical, beauty, psychological and spiritual treatments will have to be completely reconsidered as an **emotional therapy**.
- Brands will have to “humanize” themselves, shifting from ‘Love brands’ to ‘**Caring brands**’ that show empathy and demonstrate their social and emotional benefits.
- More importantly, brands will have to become **empowerment tools** for their consumers by providing them with support, time and creativity to reach emotional maturity.



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They say...

« J'ai souvent voulu ressembler aux autres, être « normal ». Mais la timide malade, l'hypersensible à fini par comprendre que la normalité n'existait pas. **l'assume enfin de ne pas être parfaite** C'est un premier pas dans l'acceptation de soi. **Mais la plus grande avancée que j'ai faites c'est dévoiler ma véritable personnalité sans en avoir honte.** Bien au contraire, je suis fière de la femme que je suis devenue. »

« **A coeur ouvert** - On se montre rarement dans les moments de faiblesse mais ça arrive à tout le monde même aux personnes qui paraissent les plus fortes (peut être même un peu plus à celles ci...). **Une manière un peu réservée de vous dire que ça m'arrive aussi.** »

« Je me sens tellement démunie et incomprise de mon côté. Un jour peut-être... **en attendant merci car te lire fait du bien au moral** 🧘 »

« **C'est en se concentrant sur ce qu'on peut faire, qu'on évite de se sentir impuissant.** Aujourd'hui, je ne suis pas dans les hôpitaux, ni au gouvernement, et tout cela échappe à mon contrôle. Je suis dans ma maison avec pour seul outil : internet. Alors je fais ce que je peux faire et évite de me rendre malade pour tout ce que je ne peux pas faire. **Tournez votre regard vers les choses sur lesquelles vous avez du pouvoir et mettez les au service du monde...** »

« **Être heureux ne signifie pas que tout est parfait.** Cela signifie que vous avez décidé de regarder au-delà des imperfections. **Comme une envie de changement.** Non pas dans ma vie, mais sur mon feed Instagram. Faire du tri dans les posts. Effacer ceux dans lesquels je ne me reconnais plus. Peut-être finir par tout effacer et redonner un nouveau départ à ce compte. **Pour moi, pas pour les autres** 🙏 **Le confinement pousse à la réflexion, à l'imagination** »



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Dynvibe could help you decrypt this trend in many different ways...



Understand this new concept of 'Personal sustainability' and the new trends that are emerging. Identify consumers growing needs and expectations that will impact your business.



Understand the key success factors of the top 'Caring Brands' and identify how they fit into consumers lives. Get key recommendations on how to become a Caring Brand.



Decrypt how consumers express their mixed emotions regarding their food consumption. Identify how they drive their purchase decisions.



Thanks for hearing us out!

We'd love to hear your feedback on this episode or get your opinion about other topics you would like us to explore.

Feel free to contact our team or visit our website:

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